

FIG. 1

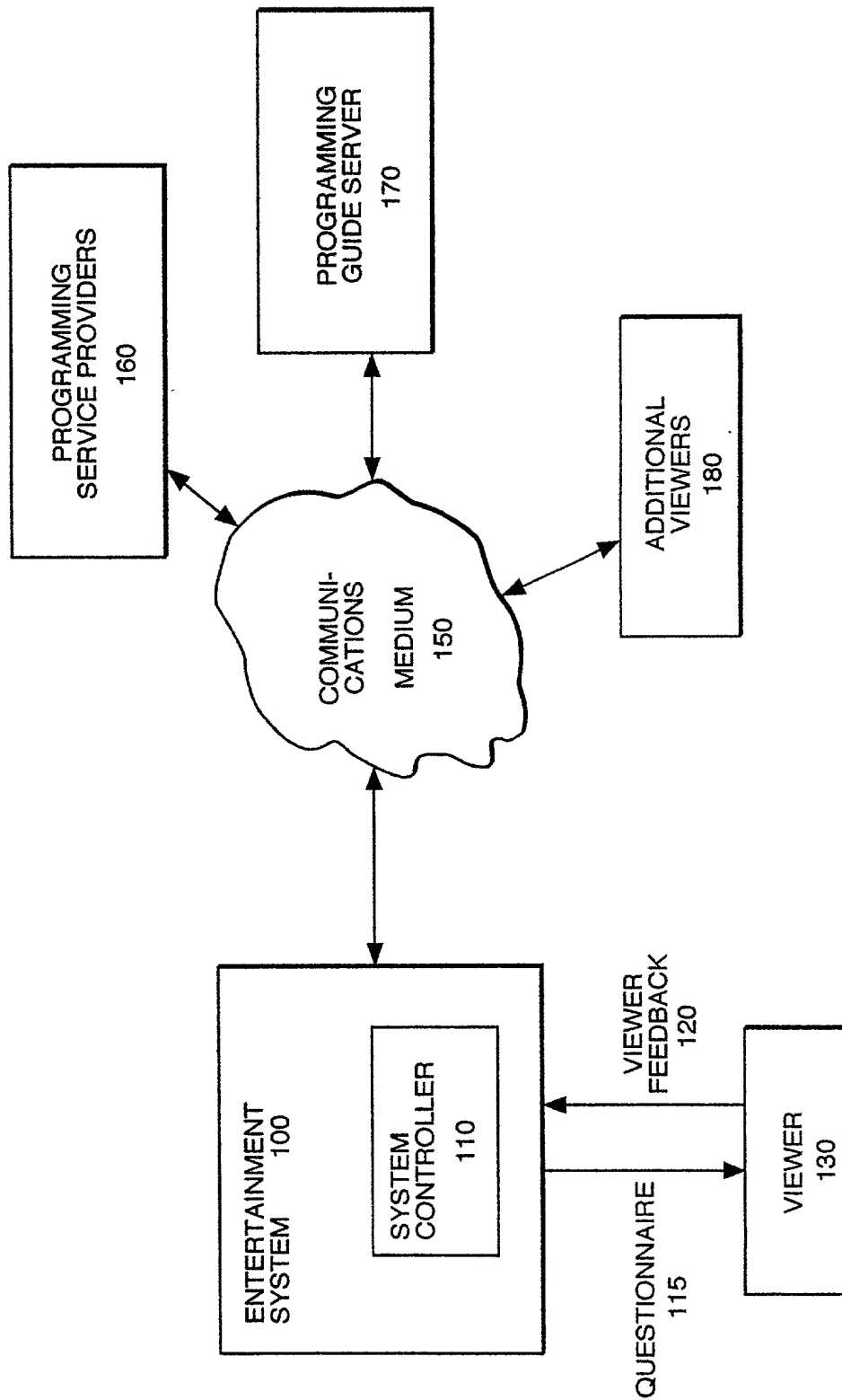


FIG. 2

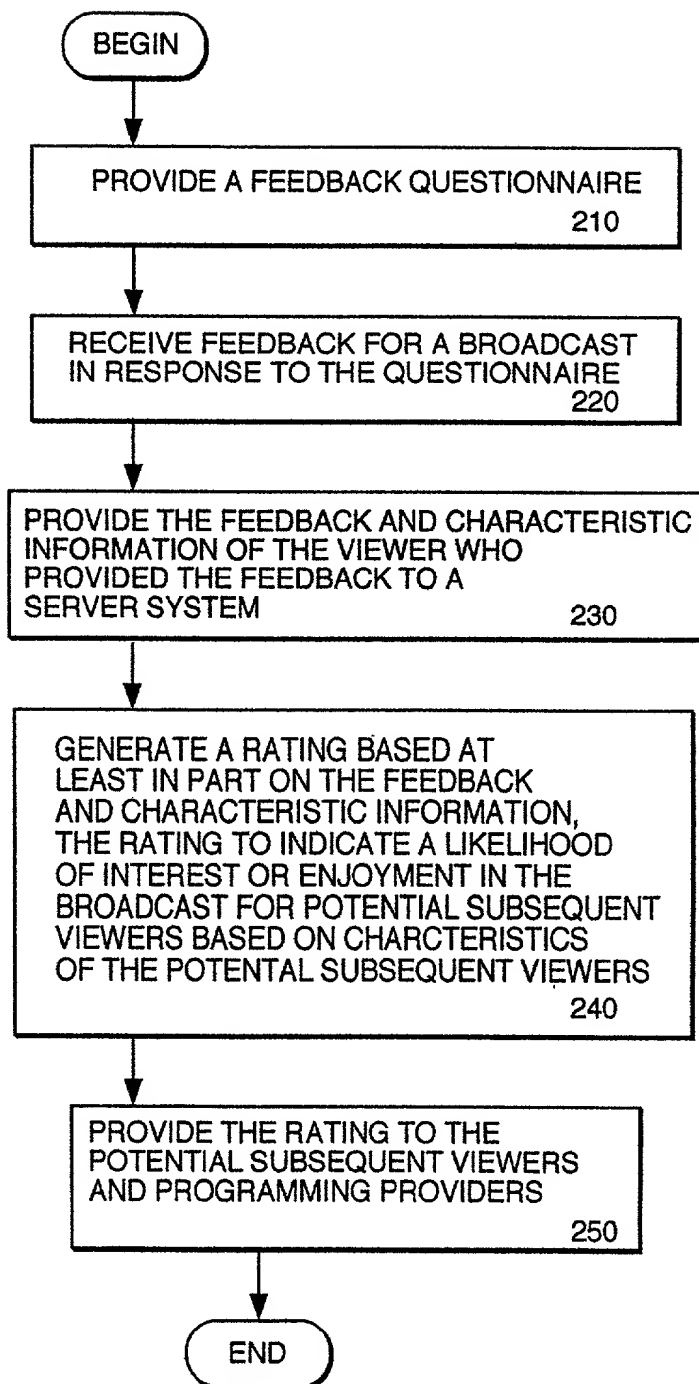


FIG. 3

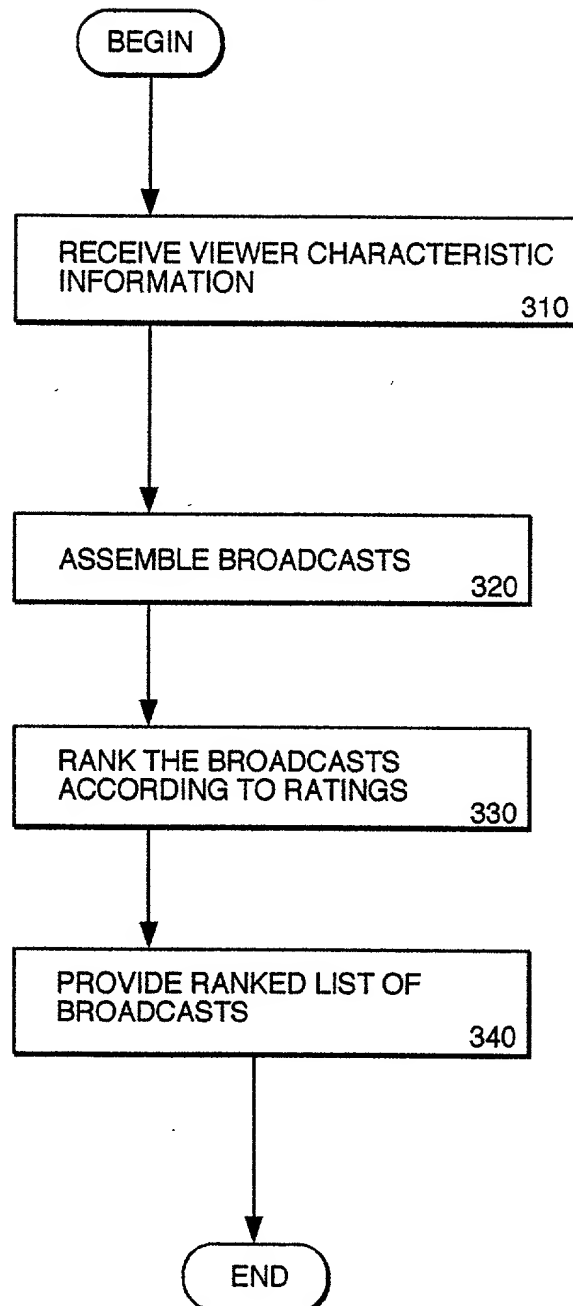


FIG. 4

<u>NEWS</u>	<u>REVIEW</u>
BROADCAST SYNOPSIS: SEGMENT A OF PRESIDENT CLINTON'S NATIONAL ADDRESS FOLLOWING HIS GRAND JURY TESTIMONY	
PLEASE RESPOND TO THE FOLLOWING:	
— ARE YOU REGISTERED TO VOTE? YES <input type="checkbox"/> NO <input type="checkbox"/>	
— POLITICAL AFFILIATION:	
DEMOCRATE <input type="checkbox"/>	
REPUBLICAN <input type="checkbox"/>	
OTHER <input type="checkbox"/>	
— GENDER MALE <input type="checkbox"/> FEMALE <input type="checkbox"/>	
— AGE CATEGORY:	
UNDER 18 <input type="checkbox"/>	— DO YOU APPROVE OF
19 TO 25 <input type="checkbox"/>	THE PRESIDENT'S PERFORMANCE
26 TO 35 <input type="checkbox"/>	IN OFFICE? YES <input type="checkbox"/> NO <input type="checkbox"/>
36 TO 45 <input type="checkbox"/>	— DO YOU APPROVE OF THE
46 TO 55 <input type="checkbox"/>	PERFORMANCE OF SPECIAL
56 TO 65 <input type="checkbox"/>	PROSECUTOR STARR?
OVER 66 <input type="checkbox"/>	YES <input type="checkbox"/> NO <input type="checkbox"/>
BROADCAST FEEDBACK:	
AFTER THE PRESIDENT'S NATIONAL ADDRESS,	
— YOUR APPROVAL OF THE PRESIDENT'S	
PERFORMANCE IN OFFICE HAS	
INCREASED.	<input type="checkbox"/>
DECREASED.	<input type="checkbox"/>
REMAINED THE SAME.	<input type="checkbox"/>
— YOUR APPROVAL OF THE PERFORMANCE	
OF SPECIAL PROSECUTOR STARR HAS	
INCREASED.	<input type="checkbox"/>
DECREASED.	<input type="checkbox"/>
REMAINED THE SAME.	<input type="checkbox"/>
	<input type="button" value="SUBMIT"/>
	<input type="button" value="CANCEL"/>

FIG. 5

NEWS REVIEW

BROADCAST SYNOPSIS:

SEGMENT A OF PRESIDENT
CLINTON'S NATIONAL ADDRESS
FOLLOWING HIS GRAND JURY
TESTIMONY.

CATEGORIZED RATINGS: (5,282 RESPONSES)

REGISTERED MALE DEMOCRATES AGES 19 TO 25 WHO APPROVE:

X%	INCREASE
Y%	DECREASE
Z%	REMAINED THE SAME

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UNREGISTERED MALE REPUBLICAN'S AGES 56 TO 65 WHO DISAPPROVE

M%	INCREASE
N%	DECREASE
O%	REMAINED THE SAME

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FIG. 6

<u>MOVIE</u>	<u>REVIEW</u>
TITLE:	THE GREAT ADVENTURES OF MIGHTY SLOTH
GENRE:	CHILDREN, ANIMATED, EDUCATIONAL
SYNOPSIS:	THE LOVEABLE MIGHTY SLOTH TRAVELS (SLOWLY) THROUGH ENDANGERED RAIN FORESTS OF SOUTH AMERICA.
PLEASE RESPOND TO THE FOLLOWING:	
FOR VIEWERS UNDER 12	
— GENDER BOY: <input type="checkbox"/> GIRL: <input type="checkbox"/>	
— DID YOU LIKE THE MOVIE? YES <input type="checkbox"/> NO <input type="checkbox"/>	
— WOULD YOU LIKE TO SEE MORE MIGHTY SLOTH ADVENTURES? YES <input type="checkbox"/> NO <input type="checkbox"/>	
FOR PARENTS:	
— DO YOU APPROVE OF THE EDUCATIONAL CONTENT OF THE MOVIE? YES <input type="checkbox"/> NO <input type="checkbox"/>	
— DO YOU APPROVE OF THE ENTERTAINMENT VALUE OF THE MOVIE? YES <input type="checkbox"/> NO <input type="checkbox"/>	
<input type="button" value="SUBMIT"/>	<input type="button" value="CANCEL"/>

FIG. 7

MOVIE REVIEWS

PLEASE SELECT ONE OR MORE MOVIE GENRES

ANIMATED ☒

ADULT ☐

CHILDREN ☒

DRAMA ☐

COMEDY ☐

EDUCATIONAL ☒

DOCUMENTARY ☐

PLEASE INDICATE AGE OF THE VIEWER:

SUBMIT

CANCEL

SEARCH RESULTS:

1. THE GREAT ADVENTURES OF MIGHTY SLOTH.

THE LOVEABLE MIGHTY SLOTH TRAVELS
(SLOWLY) THROUGH ENDANGERED RAIN
FORESTS OF SOUTH AMERICA. (723 RESPONSES)

BOYS UNDER 12 - 83%

APPROVAL

GIRLS UNDER 12 - 84%

APPROVAL

PARENT APPROVAL OF EDUCATIONAL CONTENT - 77%

PARENT APPROVAL OF ENTERTAINMENT VALUE - 92%

2. SAY HELLO TO MR. CRICKET

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